

April 30, 2009

TO: Glenn Robison
Office of the City Clerk

FROM: Kerry Morrison
Central Hollywood Coalition consultant

SUBJECT: First Quarter Report– Sunset and Vine BID
January 1, 2009 - March 31, 2009

As is required in the Agreement between the Central Hollywood Coalition and the City of Los Angeles, I am submitting the First Quarter Report to summarize key activities of the Sunset & Vine BID. In addition, attached to this memo, is the financial report summarizing first quarter activity.

I. Operational Issues

- The Nominating Committee recommended a slate of directors at the January meeting, and they were formally elected at the February meeting. At this meeting, also, the directors drew straws to establish staggered two-year terms, as per a bylaws amendment the previous month. The slate included:

Craig Donahue, The Donahue Group, 2011
Richard Falzone, Off Vine Restaurant, 2011
Brian Folb, Paramount Contractors & Developers, 2011
Duke Gallagher, The Production Group, 2010
Brent Gaulke, Gerding Edlen, 2010
Ryan Harter, CIM Group, 2010
Lillian Kuo, Broadreach Capital Partners, LLC, 2011
Michael Mandala, SJ, Blessed Sacrament Church, 2011
Carol Massie, McDonald's Vine Street, 2011
Michael Pogorzelski, AMPAS, 2010
Rouben Rapelian, Sunset Bronson Studios, 2011
Fred Rosenthal, Ametron, 2010
Nick Spampanato, Live Nation/Palladium, 2011
Travis Serpa, Space 1520, 2010

- The Board elected officers at their February 2009 meeting. The officers are Craig Donahue - president; Ryan Harter - vice president; Carol Massie - vice president and Duke Gallagher - secretary/treasurer.
- The board approved a bylaws amendment at the February board meeting to create an ex-officio seat for the immediate past president. This allows the immediate past-president to remain on the board as a non-voting member.
- The board increased the coverage of the Directors & Officers insurance from \$2M to \$5M worth of coverage, after a presentation by Rick LaRue, Insurance West, at the 2/1/0/09 board meeting.
- Three assessment adjustments were announced at the January 13, 2009 board meeting. One involved 6222 Fountain, the second the new Helen Bernstein High School (to reflect new square footage added as a result of the construction of the school) , and the third involved 1468 Tamarind, where an existing building had been demolished. The board reviewed a request from a parcel owner (6222 Fountain) for reduction or exemption of their parcel from the database. The City Clerk, after reviewing the situation, and conducting a site visit, determined it was possible to isolate the commercial use on this largely residential parcel and adjust the assessment accordingly. The matter had been in front of the board for several meetings, and the rationale for the adjustment involves the following:
 - (A) the parcel is located off the commercial corridor located along Vine Street and is not in a position to benefit from BID services;
 - (B) the parcel is largely a low income senior housing complex, with just a small medical office located on site (the commercial square footage);
 - (C) an identical parcel across the street was not included in the BID due to the lack of any commercial square footage on the premises;
 - (D) this parcel was not part of the original boundaries recommended by the BID Formation Committee, but was added at the last minute by the city attorney when conducting a map oriented (non visual) boundary review.

At the February 10, 2009 meeting of the board, the directors voted to exempt the 6222 Fountain Avenue parcel from the Assessment Roll for the SVBID and to cease providing services to the property after July 1, 2009 (since they had paid the first installment of their assessment for this year).

- The board adopted a policy to guide mid-year parcel adjustments that result from demolitions or new construction after the assessment roll is submitted to the City Clerk in June of each year. The board's policy is that the final date to submit parcel square footage changes to for the assessment roll would be

March 1 of each year.

- At the January 13, 2009 board meeting, the board approved an extension to the management contract with the Hollywood Property Owners Association to manage the affairs of the Sunset & Vine BID for another year. The term of the contract is \$144,000 per year.

II Security

- The video surveillance camera was installed successfully on the ATSAC pole at the SW corner of Sunset and Cahuenga, and Amoeba Records hosted the repeater.

- Representatives from the Sunset & Vine BID participated in the Homeless Count 2009 on January 29, 2009. This was a comprehensive count of Hollywood's homeless population in 28 census tracts, coordinated by the Los Angeles Homeless Services Authority (LAHSA). Subsequent to the Homeless Count, a night was set aside (March 18, 2009) whereby 50 volunteers were recruited to conduct in-field interviews of homeless people for the second phase of the LAHSA count.

- Andrews International purchased two T-3 mobile vehicles for the security officers. They will be used in both BIDs and increase the mobility and the visibility of the officers.

- The CHC board authorized a \$2,500 contribution toward the upcoming Project YIMBY Homeless Connect Day, which will be held on June 25, 2009 at the Music Box. The day is focused on invited Hollywood's homeless community into one place where they can be linked with service providers. The funds will come from the Homeless Outreach budget.

- The first meeting of the Joint Security Committee for the Sunset & Vine BID and the Hollywood Entertainment District BID was held on February 26, 2009. Nick Spanpanato was named by the president of the board to chair the Sunset Security Committee.

III Streetscape Issues

- During final negotiations with Clean Street, in exchange for a three-year contract (approved by the Board at their December meeting), Clean Street offered to provide the BID with \$12,000 in extra hours for each year to be used at the Board's discretion.

- An additional 100 SVBID logo placques were purchased to install on trash receptacles at a cost of approximately \$1,200.

IV Marketing Issues

- The "Hail a Taxi" pilot program, originally adopted for a three month trial, was extended for another year (through end of 2009). Staff participated in a meeting with Council District 13 and the Hollywood Chamber of Commerce to develop a "Hail a Taxi" signage campaign, by which signs promoting the Hail a Taxi program will be posted throughout Hollywood for a 3-month period his summer.
- Working in conjunction with the Chamber, staff participated in a meeting on March 5, to which all Hollywood area post-secondary schools were invited. Called "Hollywood as a Campus," the meeting kicked off an initiative to link the various schools together in mutual ways to promote the wider awareness of the campus experience for students in Hollywood. At the first meeting, potential collaborative opportunities for student housing, transportation, food discounts and the like were discussed.